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SELF-PRESENTATION AS AN IMPORTANT COMPONENT OF THE MODERN GRADUATE

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Nowadays, without the ability to speak eloquently and to show confidence, the success cannot be achieved. The main task of the graduate is to find a job. An important element of job hunting is to pass an interview with the employer. Main skill, that graduate should have for future success is how to make effective self-presentation. It will help the employer to assess all professional skills and knowledge of the candidate, and to understand whether this person is suitable for the job.

What is self-presentation? The concept of self-presentation is derived from the Latin word that means "self-feeding" - the representation of themselves to others. According to the English dictionary, self-presentation literally means controlling of impression of other people about yourself with the help of countless strategies. In American tradition self-presentation is seen as a form of social behavior, pointedly accentuated the subject in the process of interpersonal communication. J. and M. Tedeschi Riessom give the most capacious definition of self-presentation. According to them self-presentation is characterized as a deliberate and conscious of behavior aimed at creating a certain impression of themselves in others. The synonymous of self-presentation is "self-feeding" or "impression management" [2].

Vladimirova T.V. says that self-presentation is managing the impression that people produces, or it is non-verbal and verbal demonstration of self in the external communication system [1]. With the phenomenon of self-presentation people face every day, but the project of self-presentation formed in our subconscious as a natural self-presentation. Furthermore there is a pre-planned strategy of positioning of the individual so-called artificial self-presentation. Self-presentation refers to a person's eagerness to present a desired image for external audiences (to other people), and for the audience inside (to himself) [2].

Total self-technology consists of four main technological positions:

- Visualization image (image, style, health).

- Communicative mechanics (effective communication, positive interaction with the interlocutor).
- Verbal effect (art speech effect).
- Fluid radiation (charismatic influence) [3].

There are various theories that focused on external factors: E.L. Dotsenko analyzes the image management process as a kind of manipulation. Other researchers consider self-presentation as a care management process with particular involvement of social perception mechanisms relating to the external appearance of the subject. Y.M. Zhukov considers self-presentation as a system of rules of effective communication [2].

Dress code is an important element for a successful self-presentation.

The psychology of clothes considers making appearances as multi-dimensional information about the individual. Clothing plays a role of a sign of the attractiveness or unattractiveness when the employer's forms the first impression about the orator. It is important to remember about the clothes, to look neat.

To dress properly from the standpoint of the psychology of perception means to manage properly self-presentation. Clothing, when dealing with people, has three functions: presentation, regulatory, information.

Charisma of a person plays a very important role in the success of self-presentation. Charisma is the property of the person which shows the ability of a person self-presenting to others. Charisma can get people to follow you and believe what you say. But it is not enough to have a charisma.

Very important component of self-presentation is body language. Experienced people can understand a lot just looking at pose of speaker. It can be seen whether a person tells truth or not, or when he is confident or shy. [4].

After graduation, the student faces with a difficult task. Future employee is forced to find a job in order to earn money. At this step, self-presentation is very important, as it was mentioned above; employers tend to rely on first impression. If the student during the entire training in schools spent a lot of time on different performances and conferences, acquired skills will help him in the job interview.

Modern university education is characterized by new programmers pointed to development of students' self-directed work, which helps to form professional competences, to develop personal qualities such as flexibility, mobility and readiness for lifelong learning. In the learning process students should develop skills for organizing their time rationally, presenting the research results correctly, work in a team well, make most of using of their creative potential. However, students often face with the problems of critical reading, evaluating the study material, building productive interaction, overcoming the dead-line psychology, presenting the results of their learning activities. The answers to these questions are in the field of pedagogy of personal creative development based on the methodology of workshop-learning according to new standards and challenges of reality [5].

Despite this fact, both Russian and foreign universities are seeking to prepare the student for further self-conducting various conferences, practical work, inviting the various employers at the meetings with the future graduates, as well as giving students the opportunity to travel to academic exchanges with other countries, help-

ing to increase the communicative abilities of the student and the ability to self-presentation..

However, it is also necessary to carry out a variety of training for graduates and students, which gives an opportunity to know and understand how to behave when person applies for a job. The effective self-presentation can help to pass the interview successfully, to occupy key positions, and also to improve personal self-esteem and respect to others. One of such universities is Tomsk Polytechnic University (TPU). The TPU organizes a large number of conferences for students, gives an opportunity to perform to the audience. During the school year there are additional electives for the development of self-presentation.

In conclusion self-presentation for graduate is an important component for successful employment. Conducting training and various courses to improve the skills of self-presentation during the school year is necessary. The ability to present yourself nice increases the competitiveness at the scientific forums and conferences. In various countries, the process of studying the skill of self-presentation is the same, students get more experience and this fact leads to a better quality of self-presentation. The activity of universities concerning the academic exchanges is a good example of training self-presentation mastery.

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